

Iowa Tobacco Cessation Program Evaluation Annual Report: FY2012



Division of Tobacco Use Prevention and Control

**Prepared by:
Center for Social and Behavioral Research
University of Northern Iowa**

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Iowa Tobacco Cessation Program Evaluation: FY2012

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Prepared for

Iowa Department of Public Health
Division of Tobacco Use Prevention and Control

July 2012



Center for Social and
Behavioral Research

TUPC Mission Statement:

To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

CSBR Mission Statement:

The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa will be a leading academic organization dedicated to advancing, applying and facilitating high standards of social and behavioral research practice for a wide variety of audiences within the university and across community, state and national arenas.

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The authors would like to acknowledge the significant contributions of staff members at the Center for Social and Behavioral Research who assisted with aspects of data collection, data management, questionnaire development, data analysis, and report preparation: Melvin E. Gonnerman, Jr., Thomas Turner, Mary Jane Crew, Rod Muilenburg, and Alex McNamee.

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Executive Summary:

Iowa Tobacco Cessation Program Evaluation FY12

Prepared by the UNI Center for Social and Behavioral Research

July 2012

PURPOSE AND METHODOLOGY

This report presents findings for the fiscal year 2012 (FY12) of the Tobacco Control Program Evaluation conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). The purpose of this project is to evaluate Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. All Iowa residents who call Quitline Iowa are eligible to receive free tobacco cessation counseling. The primary goals of the evaluation are: 1) to assess tobacco quit rates among participants of Quitline Iowa; and 2) to assess client satisfaction and program consistency.

MAIN FINDINGS

CSBR received intake data for 6,870 Quitline Iowa callers who first contacted the hotline between June 2010 and November 2011. Of these, 2,055 were reached for either a 7-month or 13-month follow-up interview between July 2011 and June 2012. Among the completed follow-up interviews, 1,145 were contacted 7 months after their first call and 910 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively). Slightly less than two-thirds of all respondents (65%) were female. Most were white (88%) and non-Hispanic (98%). At intake, most callers contacted Quitline Iowa a) for cigarette cessation, b) had smoked 1 pack or less per day, and c) had made several attempts to quit smoking in the past.

Among all respondents, 22% said they had not smoked cigarettes or used other tobacco in the past 30 days (24% after 7 months and 20% after 13 months; Figure 1).

Cessation rates did not differ by most demographic characteristics, with the exception of gender. Males were more likely than females to report 30-day point prevalence of tobacco cessation.

Most respondents still using tobacco waited longer at follow-up to have their first tobacco of the day at follow-up. The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days. Three-fourths of those still using tobacco had stopped for one day or longer because they were trying to quit. About 6 in 10 respondents said they had used any products or medications to help them quit. The most commonly reported products or medications were Nicotine patches and Chantix. Use of products or medications was not significantly associated with cessation.

Nearly 6 in 10 respondents were either *very satisfied* or *mostly satisfied* with the services they received and 8 in 10 would recommend the service to others. Among those still smoking at

follow-up, a majority said they were going to keep trying to quit smoking (93%), the people at Quitline Iowa listened carefully to them (87%), they had confidence in their cessation attempts (86%), and they felt the people at Quitline were helpful (82%).

Most respondents said they relied solely on Quitline Iowa to provide cessation services (although they may have used NRT or other medications). They said they relied much more on the hotline than on their healthcare providers, other telephone hotlines, websites, or self-help materials. Smokers in Iowa who call the hotline depend on the service to provide tobacco cessation support.

CONCLUSIONS

This ongoing evaluation of Quitline Iowa shows that the service provides effective and high-quality tobacco cessation support to Iowans. Nearly one-fourth of callers reached for follow-up were able to quit using tobacco, even up to one year after treatment.

Section 1: Study Implementation

Who conducted the study? The study was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). All research activities were approved by the UNI Institutional Review Board (IRB) to further ensure protection of the rights of human research participants.

Who funded the project? The study was funded by the Iowa Department of Public Health (IDPH) Division of Tobacco Use Prevention and Control (Tobacco Division).

What program is being evaluated? The Tobacco Division funds Quitline Iowa, a service for state residents that provides telephone-based tobacco cessation counseling. Quitline Iowa was operated by National Jewish Health (Denver, CO) until June 2011. Alere Wellbeing (Seattle, WA) assumed responsibility for operations in July 2011. All Iowa residents who call Quitline Iowa are eligible to receive tobacco cessation counseling. Residents of Linn and Ringgold Counties were also eligible to receive free nicotine replacement therapy (NRT). Funding to provide the NRT to residents of those counties was provided through the federal Communities Putting Prevention to Work (CPPW) Community Initiative through the Centers for Disease Control and Prevention (CDC). Iowa Medicaid also includes tobacco cessation as a covered benefit; Medicaid patients are required to receive Quitline counseling to receive pharmacotherapies (such as Chantix and nicotine replacement patches or gum, among others) to support tobacco cessation.

What is the primary purpose of the project? The purpose of this project is to evaluate Quitline Iowa. The primary goals of the evaluation are: 1) to assess tobacco quit rates among participants of Quitline Iowa; and 2) to assess client satisfaction and program consistency.

What data were used for this research? Two data sources were used in this evaluation: 1) follow-up interviews with Quitline Iowa callers and 2) secret shopper calls to Quitline Iowa.

Follow-up interview data were collected at CSBR via computer-assisted telephone interviewing (CATI) by trained interviewers. Data were collected from independent samples of Quitline Iowa callers 7 or 13 months after their first calls to the hotline (i.e., different people were called at each time period). For most callers, counseling lasts about 1 month. Therefore, following up with callers 7 or 13 months after their first call helps ensure a 6-month or 12-month period of time from the end of treatment to follow-up.

Until January 2012, Quitline Iowa was evaluated for fidelity through “secret shopper” calls to the hotline. The purpose of these calls was to evaluate the extent to which Quitline Iowa counselors consent all callers for follow-up evaluation and provide counseling consistent with protocols.

During the secret shopper calls, trained CSBR interviewers use mock identities (with mock contact information). These mock identities were purposively determined to represent various caller profiles across the evaluation period. The Quitline Iowa vendor was provided with information about these calls after they occur so they can be omitted from the Quitline data system.

When were the data collected? Due to the 7- or 13-month lags between intake and follow-up data collection, the intake data and corresponding follow-up data are collected during different time periods. The intake data that correspond to the follow-up data used in this report were collected from callers who first contacted Quitline Iowa between December 1, 2010 and November 30, 2011. The follow-up data used in this report were collected from July 1, 2011 through June 30, 2012.

How many interviews were completed? CSBR received intake data for 6,870 Quitline Iowa callers who first contacted the hotline between December 2010 and November 2011. Of these, 2,055 were reached for either a 7-month or 13-month follow-up interview between July 2011 and June 2012. Among the completed follow-up interviews, 1,145 were contacted 7 months after their first call and 910 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

How long has the evaluation been conducted? The evaluation has been conducted since January 2008. Two primary changes mandated by the CDC were implemented in FY2012: 1) a new data collection instrument was used for follow-up interviews and 2) the follow-up intervals were changed from 3, 6, and 12 months after the first call to 7 and 13 months after the first call. The FY2012 protocol was identical to the FY2011 protocol, with the exception of the secret shopper calls that ended mid-year.

Section 2: Demographics and Tobacco Use at Intake

Demographic Characteristics

CSBR received intake data for 6,870 Quitline Iowa callers who first contacted the hotline between June 2010 and November 2011. Of these, 2,055 were reached for either a 7-month or 13-month follow-up interview between July 2011 and June 2012. Among the completed follow-up interviews, 1,145 were contacted 7 months after their first call and 910 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

Demographic characteristics of the sample can be seen in Table 1 on the next page. Slightly less than two-thirds of all respondents (65%) were female. Most were white (88%) and non-Hispanic (98%). At intake, most callers contacted Quitline Iowa a) for cigarette cessation, b) had smoked 1 pack or less per day, and c) had made several attempts to quit smoking in the past.

The average ages of respondents were as follows:

All callers at intake (N = 6,870):	43 years (range 18 to 89 years)
Total follow-up sample (n = 2,055):	45 years (range 18 to 82 years)
7-month follow-up group (n = 1,145):	45 years (range 18 to 82 years)
13-month follow-up group (n = 910):	46 years (range 18 to 79 years)

Table 1: Demographic characteristics of the sample

		All callers (N = 6,870)	Total follow- up sample (n = 2,055)	7-month follow-up group (n = 1,145)	13-month follow-up group (n = 910)
Sex	Female	65%	65%	65%	65%
	Male	35%	35%	35%	34%
	Transgender	<1%	<1%	--	<1%
Race	White	88%	88%	88%	86%
	Black	6%	7%	6%	8%
	Asian	<1%	<1%	<1%	1%
	American Indian/Alaska Native	1%	1%	1%	1%
	Native Hawaiian/Pacific Islander	0%	0%	<1%	--
	Other	4%	4%	4%	4%
Hispanic/Latino	Yes	2%	2%	2%	2%
Education	Less than high school	18%	18%	20%	16%
	High school or GED	37%	36%	34%	38%
	Some college	31%	32%	31%	33%
	College degree	12%	13%	14%	11%
	Graduate degree	1%	2%	1%	2%
Marital status	Single	43%	40%	38%	43%
	Married or domestic partnership	31%	33%	34%	31%
	Divorced or separated	23%	23%	24%	22%
	Widowed	4%	4%	4%	4%
Sexual orientation	Heterosexual	96%	96%	97%	96%
	Homosexual	2%	2%	1%	2%
	Bisexual	2%	2%	2%	2%
Health insurance	Private	15%	18%	16%	21%
	Medicaid	63%	62%	63%	60%
	Medicare	5%	6%	6%	5%
	None	17%	15%	15%	14%

-- denotes zero cases in that field

Tobacco Use and Cessation History at Intake

Most callers contacted Quitline Iowa for assistance with cigarette smoking cessation. Seven in 10 callers smoked up to a pack of cigarettes per day. Most had their first tobacco within 30 minutes of waking. More than one-half had tried to quit 3 or more times in the past (Table 2).

Table 2: Tobacco use and cessation at intake

		All callers (N = 6,870)	Total follow- up sample (n = 2,055)	7-month follow-up group (n = 1,145)	13-month follow-up group (n = 910)
Cigarettes per day	1-10	23%	23%	22%	23%
	11-20	46%	47%	47%	47%
	21-30	14%	13%	14%	12%
	31-40	7%	8%	7%	8%
	41 or more	2%	1%	1%	1%
	Missing/refused/not asked	8%	8%	9%	8%
Cans of SLT per week	<1-2	1%	1%	1%	1%
	3-5	1%	1%	1%	1%
	6-10	0%	0%	0%	0%
	11 or more	0%	0%	0%	0%
	Missing/refused/not asked	98%	98%	98%	98%
Years used tobacco *	6 months-1 year	0%	0%	0%	--
	1-5 years	4%	3%	3%	4%
	6-10 years	5%	4%	2%	6%
	6-19 years	5%	6%	11%	--
	10 years or longer	68%	66%	47%	90%
	20 years or longer	11%	16%	29%	--
	Missing/refused/not asked	6%	5%	9%	1%
Time to first tobacco	5 minutes or less	45%	46%	48%	44%
	6-30 minutes	26%	28%	29%	26%
	31-60 minutes	8%	8%	8%	8%
	Longer than 60 minutes	8%	10%	11%	8%
	Missing/refused/not asked	13%	9%	4%	14%
Number of past quit attempts	None	7%	7%	7%	7%
	1 to 5	59%	61%	62%	84%
	5 or more	6%	5%	6%	4%
	Missing/refused/not asked	28%	27%	26%	29%

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Section 3: Tobacco Use at Follow-Up

Tobacco Use in the Past 30 Days

Questions:

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days? [30-day point prevalence of cessation]

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days? [7-day point prevalence of cessation]

SF4. What types of tobacco have you used in the past 30 days? Have you used...

- Cigarettes
- Cigars, cigarillos, or little cigars
- Pipe
- Chewing tobacco, snuff, or dip
- Other

Findings:

Among all respondents, 22% said they had not smoked cigarettes or used other tobacco in the past 30 days (24% after 7 months and 20% after 13 months; Figure 1).

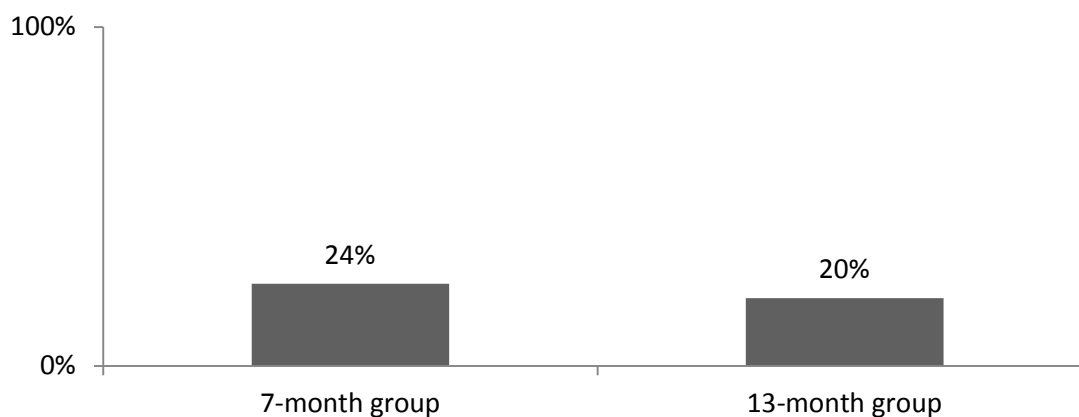


Figure 1: Percent of respondents who had not used any tobacco in the past 30 days at follow-up

Among those respondents who said they had smoked cigarettes or used other tobacco in the past 30 days, 6% of 7-month respondents and 3% of 13-month respondents said they had not used tobacco in the past 7 days.

Among all respondents who received Quitline Iowa services through National Jewish Health, the 30-day point prevalence of cessation was 20% and the 7-day point prevalence among the remaining respondents was 4%. Among all respondents who received services through Alere Wellbeing, Inc., the 30-day point prevalence of cessation was 27% and the 7-day point prevalence among the remaining respondents was 7%.

Among respondents who said they had used tobacco in the past 30 days, the types of tobacco used can be seen in Table 3.

Table 3: Type of tobacco products used in past 30 days (among those who had not quit)

	7-month (n = 876)	13-month (n = 731)
Cigarettes	97%	95%
Cigars	6%	6%
Pipes	1%	<1%
Smokeless	3%	4%
Other	1%	0%

Note: Because some people use more than 1 type of tobacco, percentages sum to more than 100%.

Current Cigarette Use at Follow-Up

Questions:

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?

OF5a1. How many days did you smoke in the last 30 days?

SF6a. How many cigarettes do you smoke per day on the days that you smoke?

Findings:

Approximately 80% of respondents in both the 7-month and 13-month groups who said they had used tobacco in the past 30 days said they smoked every day in the last 30 days (Figure 2; 79% and 83%, respectively). In both the 7-month and 13-month groups, respondents said they smoked an average of 26 days in the last 30.

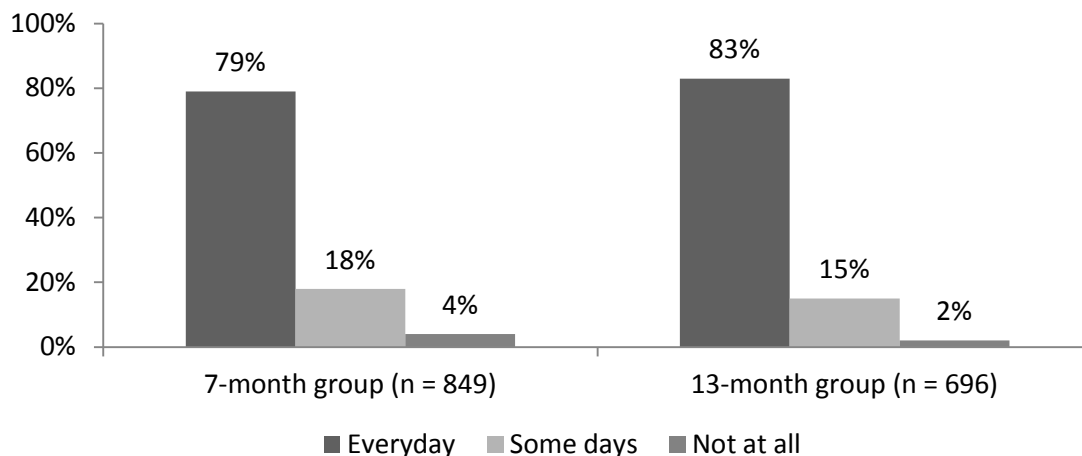


Figure 2: Current smoking behavior (among those who had not quit)

Regarding the number of cigarettes smoked per day, among respondents who said they had not quit smoking cigarettes there were statistically significant decreases in the number of cigarettes smoked per day. In the 7-month group, the average number smoked per day decreased from 19 cigarettes at intake to 15 cigarettes at follow-up ($p = 0.001$). In the 13-month group, the average number smoked per day decreased from 20 cigarettes at intake to 15 cigarettes at follow-up ($p < 0.001$).

In both the 7-month and 13-month follow-up groups, respondents who said they smoked more than 2 packs per day at intake reduced their consumption during the follow-up period (Figures 3 and 4).

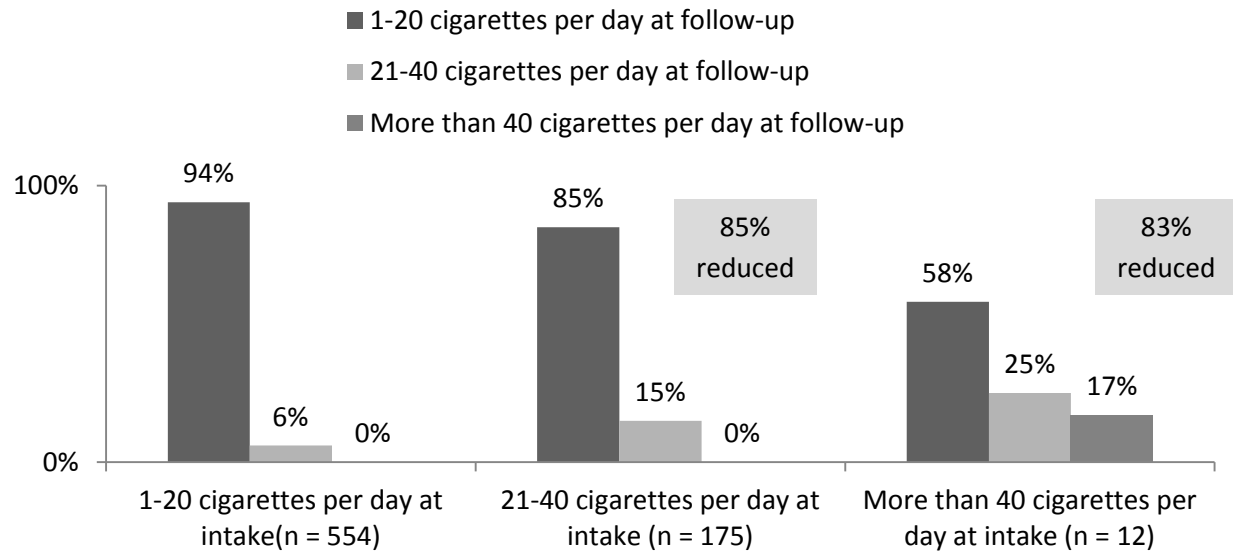


Figure 3: Reduction in cigarettes per day in 7-month follow-up group

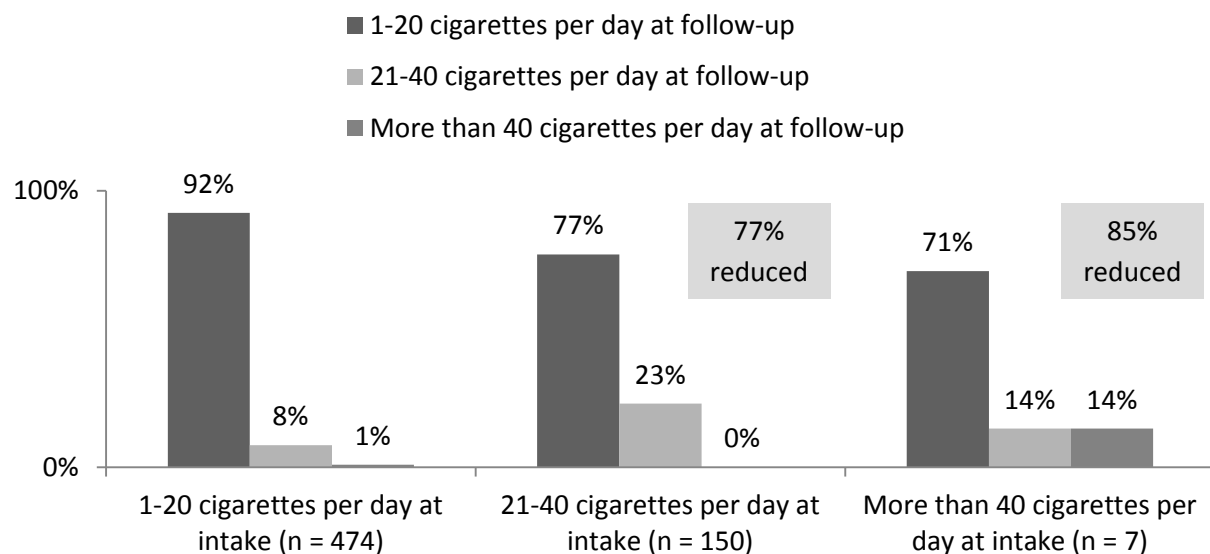


Figure 4: Reduction in cigarettes per day in 13-month follow-up group

Demographic Differences in Tobacco Use

Respondents who said they had used any tobacco in the past 30 days were compared to those who said they had not used any tobacco in the past 30 days to determine demographic differences. There were no significant differences in quit rates by race, ethnicity, marital status, sexual orientation, or type of insurance. A slightly larger proportion of male respondents said they had not used tobacco in the past 30 days than female respondents (Figure 5). The mean age of respondents did not differ between respondents who had used tobacco in the past 30 days and those who had not.

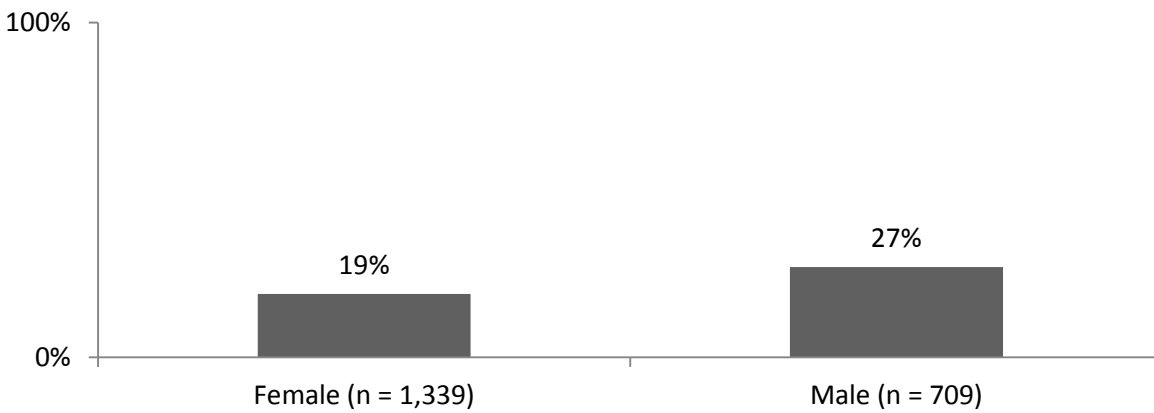


Figure 5: Percent of respondents who had not used any tobacco in the past 30 days by marital status

Cessation rates were also calculated for respondents who said that Medicaid was their primary insurance provider at intake. Among respondents with Medicaid in the 7-month follow-up group, 23% quit smoking. Among respondents in the 13-month follow-up group, 20% quit smoking.

Cessation rates among respondents with Medicaid were compared to cessation rates among respondents with other types of insurance. No statistically significant differences in cessation were seen between types of insurance reported at intake.

Addiction

Question:

SF7. How soon after you wake up do you smoke your first cigarette?

Findings:

Among respondents in both follow-up groups (7-month and 13-month) who had smoked cigarettes in the past 30 days, approximately two-thirds smoked their first cigarette within 30 minutes of waking (Figures 6 and 7).

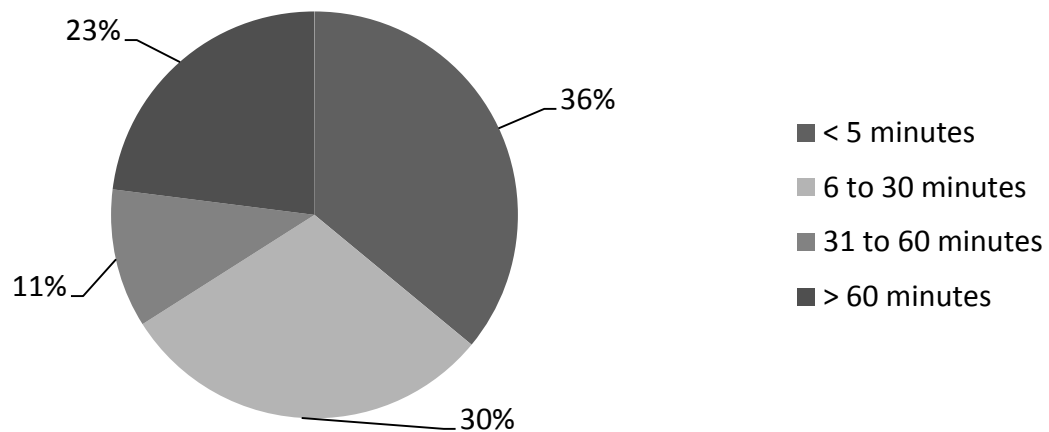


Figure 6: Time to first cigarette after waking in 7-month follow-up group

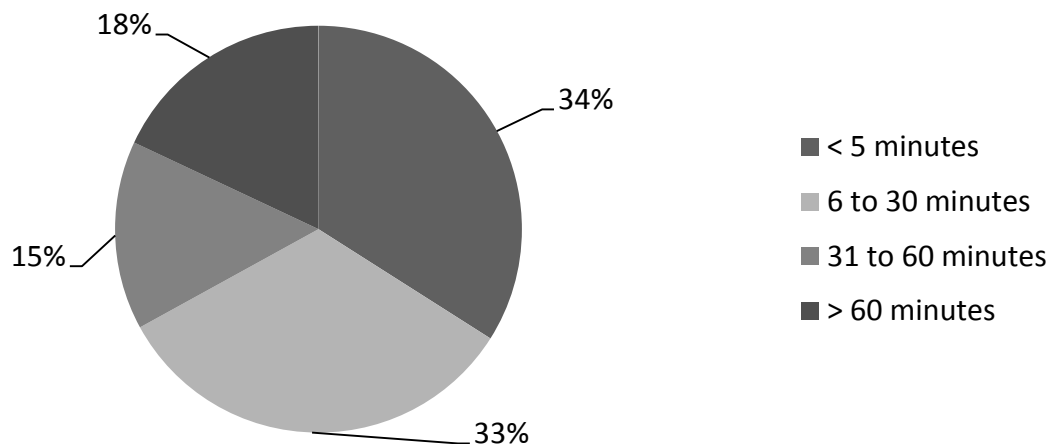


Figure 7: Time to first cigarette after waking in 13-month follow-up group

From intake to follow-up (among respondents for whom the data were available), differences were reported in the length of time respondents in the 7-month follow-up group waited to have their first cigarette of the day (Figure 8). Among respondents who waited less than 5 minutes to have their first cigarette, 53% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 36% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 50% waited longer at follow-up.

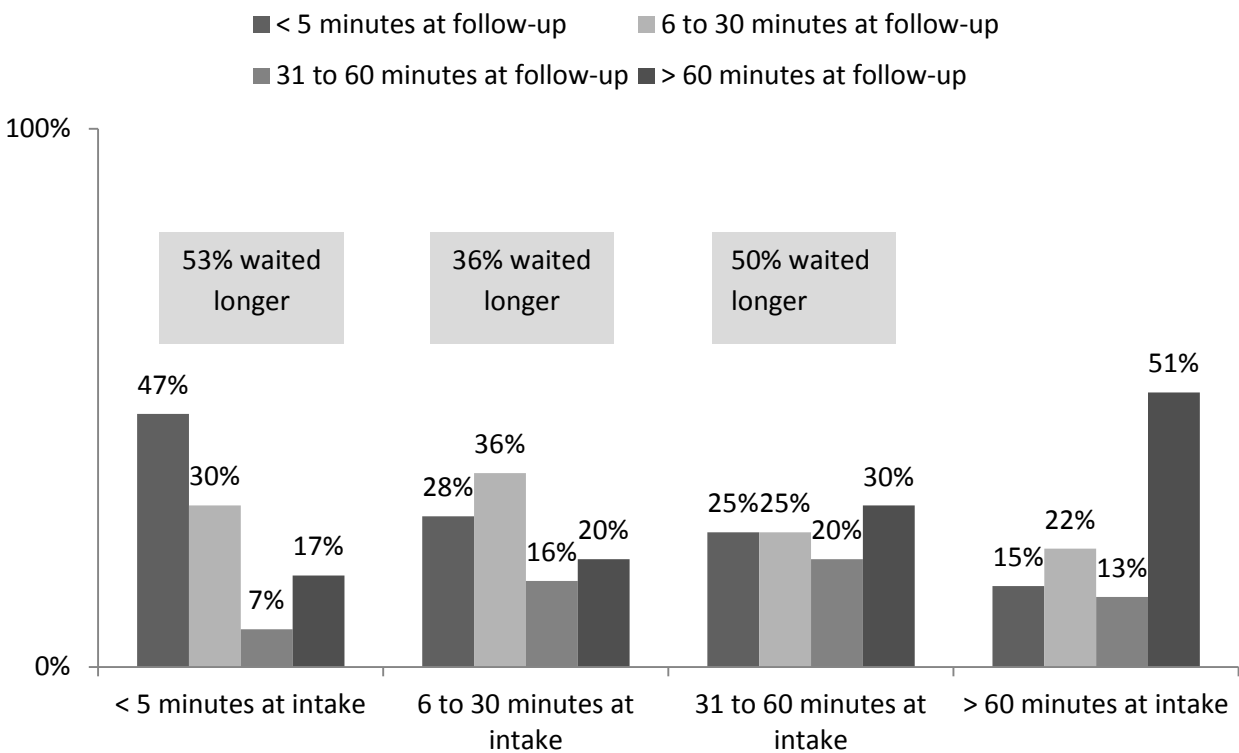


Figure 8: Change in length of time until first cigarette in 7-month follow-up group

From intake to follow-up (among respondents for whom the data were available), differences were also reported in the length of time respondents in the 13-month follow-up group waited to have their first cigarette of the day (Figure 8). Among respondents who waited less than 5 minutes to have their first cigarette, 57% waited longer at follow-up. Among respondents who waited 6 to 30 minutes at intake, 42% waited longer to smoke at follow-up. Among respondents who waited 31 to 60 minutes at intake, 27% waited longer at follow-up.

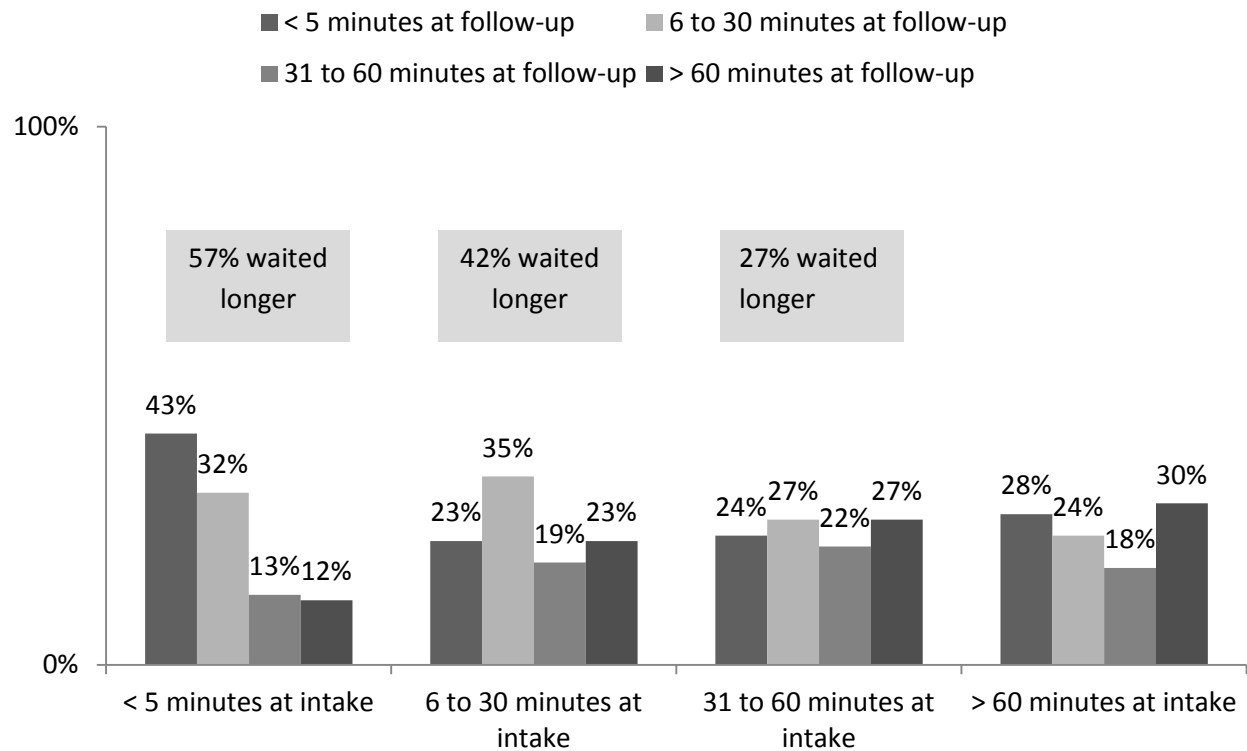


Figure 9: Change in length of time until first cigarette in 13-month follow-up group

Section 4: Cessation

Intention to Quit

Questions:

SF8a. Do you intend to quit using cigarettes within the next 30 days?

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?

SF8c. Do you intend to quit using a pipe within the next 30 days?

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?

Findings:

The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days (see Figures 9 and 10 for 7-month and 13-month follow-up groups). However, the sample sizes for all products other than cigarettes were very small. Therefore, confidence in the precision of the estimates reported is diminished.

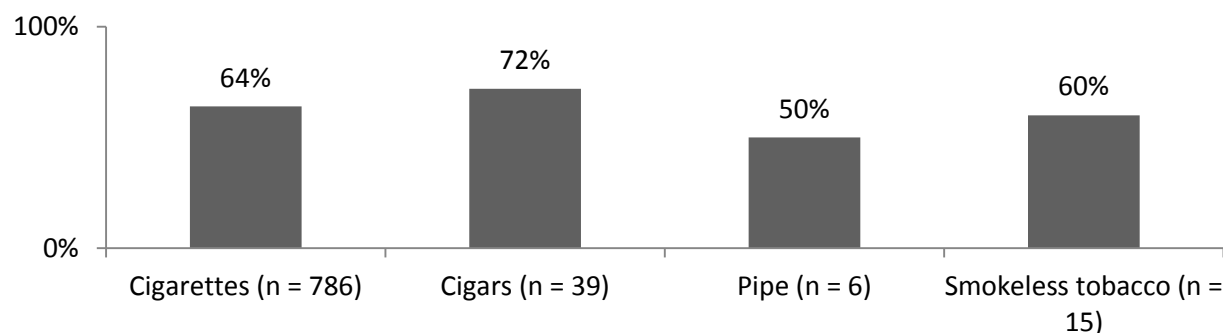


Figure 10: Intention to quit using tobacco products in 7-month follow-up group

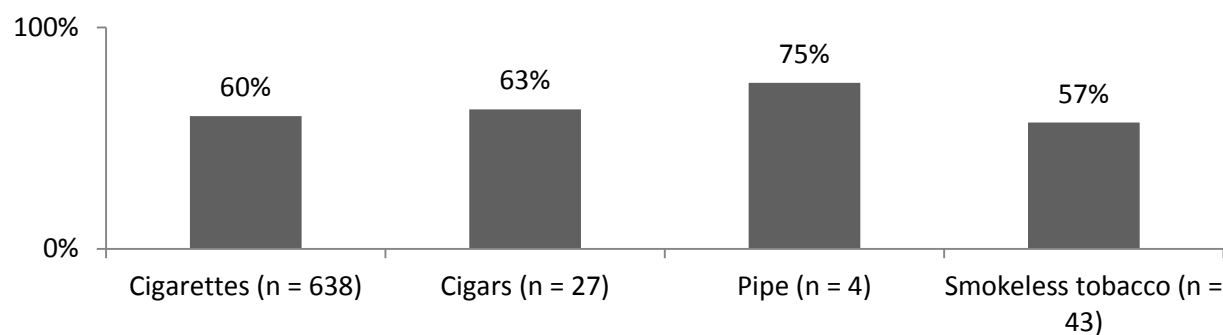


Figure 11: Intention to quit using tobacco products in 13-month follow-up group

Cessation Attempts

Questions:

SF9. Since you first called the Quitline on [intake date], did you stop using tobacco for 24 hours or longer because you were trying to quit?

OF91. How many times did you stop using tobacco for 24 hours or longer?

Note: A quit attempt is defined as stopping for 24 hours or longer because one is trying to quit.

Findings:

The percent of respondents still smoking who said they had stopped using tobacco for 24 hours or longer was 77% (74% in the 7-month group and 81% in the 13-month group). Among those who attempted to quit (i.e. stopped for 24 hours or longer), one-third of respondents in both groups made only 1 attempt during the follow-up period (Figures 11 and 12).

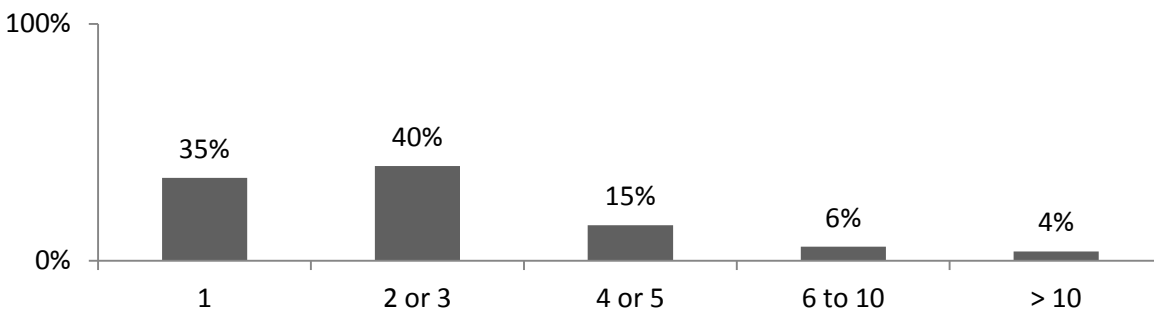


Figure 12: Number of quit attempts in 7-month follow-up period (among those who attempted)

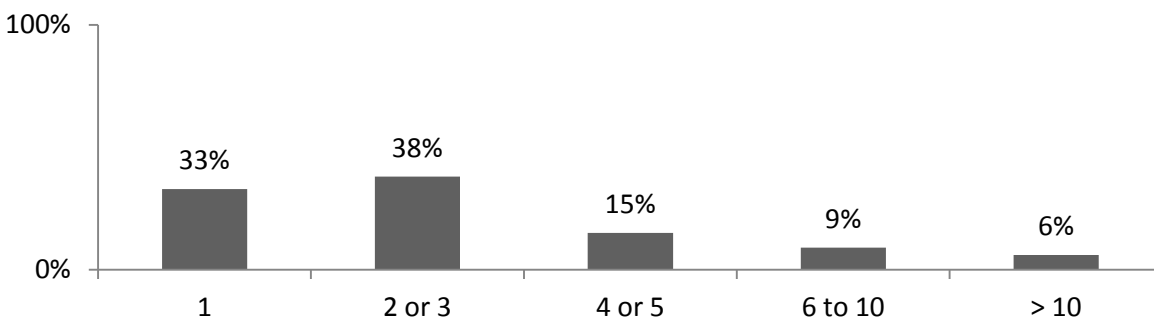


Figure 13: Number of quit attempts in 13-month follow-up period (among those who attempted)

Among all respondents (7-month and 13-month groups combined) who made a quit attempt during the follow-up period, the number of attempts did not differ significantly between respondents who had versus had not smoked in the past 30 days.

Questions:

SF11a. Since you first called the Quitline, have you used any medications to help you quit?

SF11a1. Since you first called the Quitline, have you used any products to help you quit?

SF11. Since you first called the Quitline, have you used any of the following products or medications to help you quit?

SF12. Other than the Quitline or medications, did you use any other kinds of assistance to help you quit over the past months, such as advice from a healthcare professional or other kinds of quitting assistance?

Findings:

Among all respondents, 62% said they used any products or medications during the follow-up period to help them quit using tobacco (61% in the 7-month group and 63% in the 13-month group). The most commonly used products or medications among all respondents who said they used something to help them quit were nicotine patches (50%) and Chantix (41%; Figure 13).

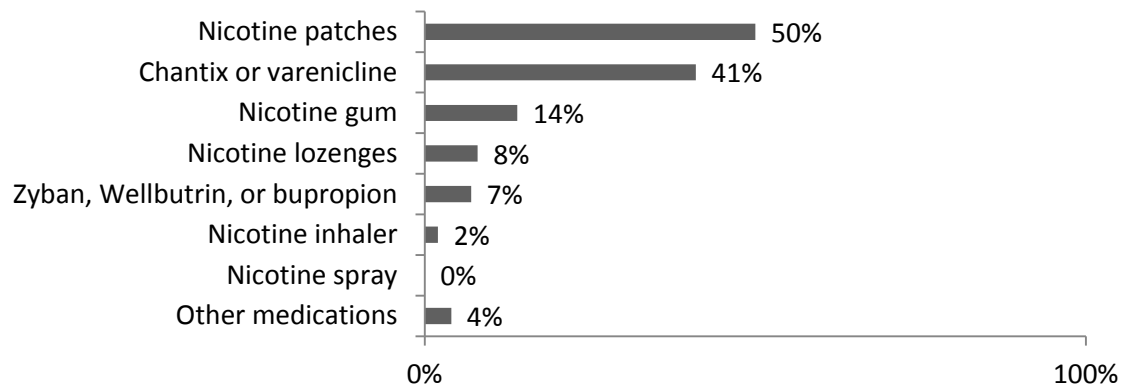


Figure 14: Types of products or medications used (among those who used something)

Use of products or medications was not significantly associated with cessation. In the 7-month group, 60% of quit respondents and 58% of not quit respondents said they used products or medications. In the 13-month group, 66% of quit respondents and 62% of not quit respondents said they used products or medications. Use of products or medications was not associated with the number of quit attempts made by respondents.

Regarding cessation services (not including products or medications) used by all respondents during the follow-up period, 83% said they used no assistance other than Quitline Iowa, 9% followed advice from a health professional, <1% used a website, 0% used a telephone program other than Quitline Iowa, 1% said they used a counseling program, 2% said they used self-help materials, and 6% said they used some other kind of assistance.

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Section 5: Additional Findings

Satisfaction

Questions:

SF1. Overall, how satisfied were you with the service you received from the Quitline?

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her?

Findings:

A slight majority of respondents in both 7- and 13-month follow-up groups said they were either *very satisfied* or *mostly satisfied* with the services they received (58% and 59%, respectively; Figure 14). Most also said they would likely recommend Quitline Iowa to a friend in need of similar services (81% in the 7-month group and 82% in the 13-month group; see Figure 15).

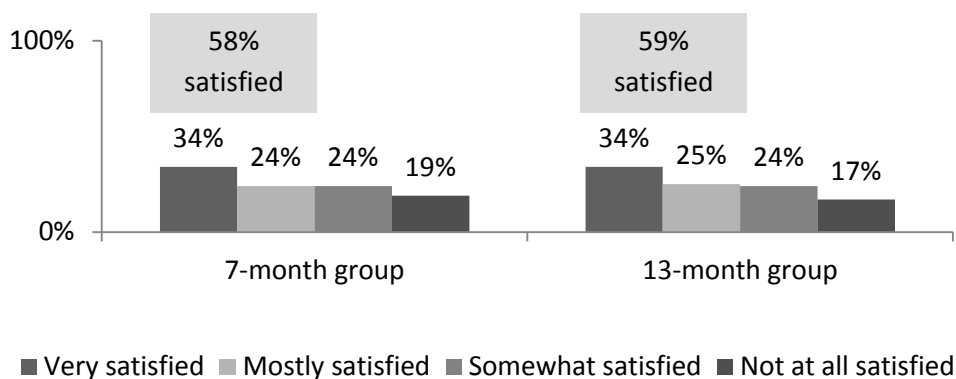


Figure 15: Satisfaction with Quitline Iowa services (7-month and 13-month comparison)

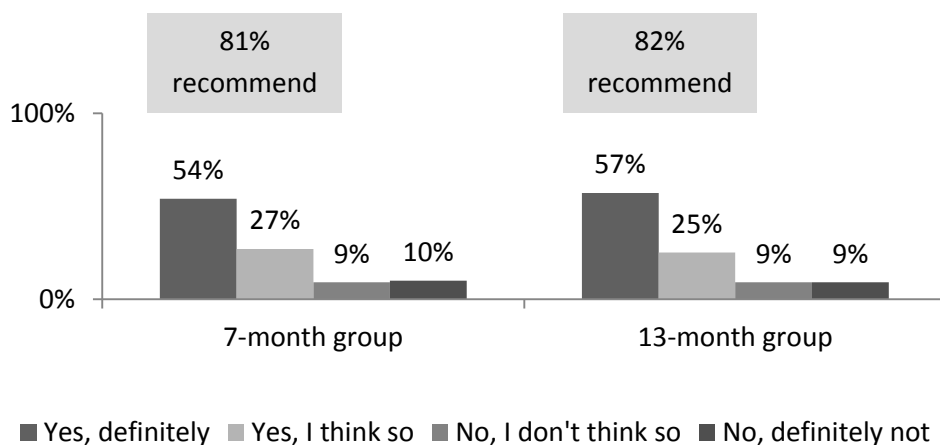


Figure 16: Would recommend Quitline Iowa to others (7-month and 13-month comparison)

Satisfaction was much higher among follow-up respondents who had quit smoking than among those who had not (Figure 16). Among respondents who said they had not used tobacco in the past 30 days, 80% said they were either *very satisfied* or *mostly satisfied*. Among respondents who said they had used tobacco (had not quit), 52% were *very satisfied* or *mostly satisfied*. Follow-up respondents who had quit using tobacco were also more likely than those who had not quit to say they would recommend Quitline Iowa to a friend in need of similar help (95% and 85%, respectively; Figure 17).

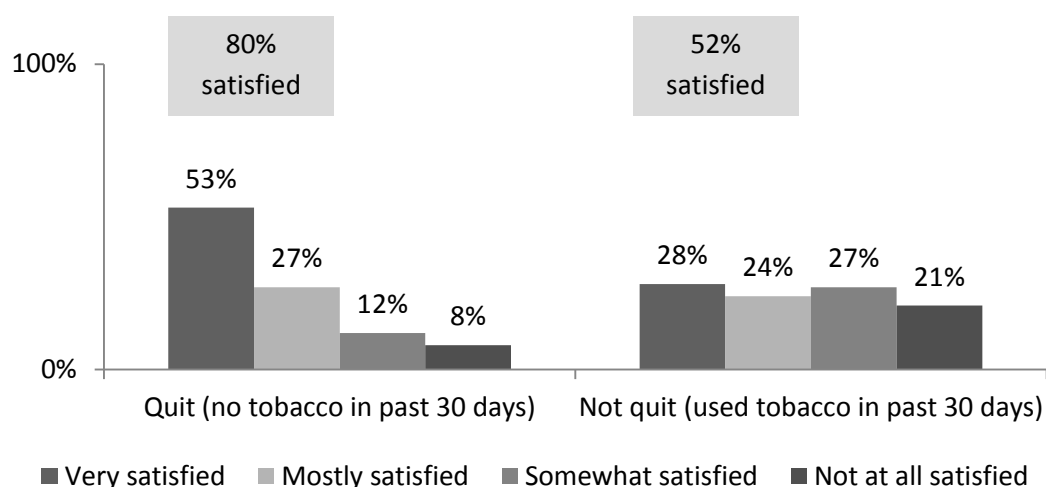


Figure 17: Satisfaction with Quitline Iowa services (quit versus not quit comparison)

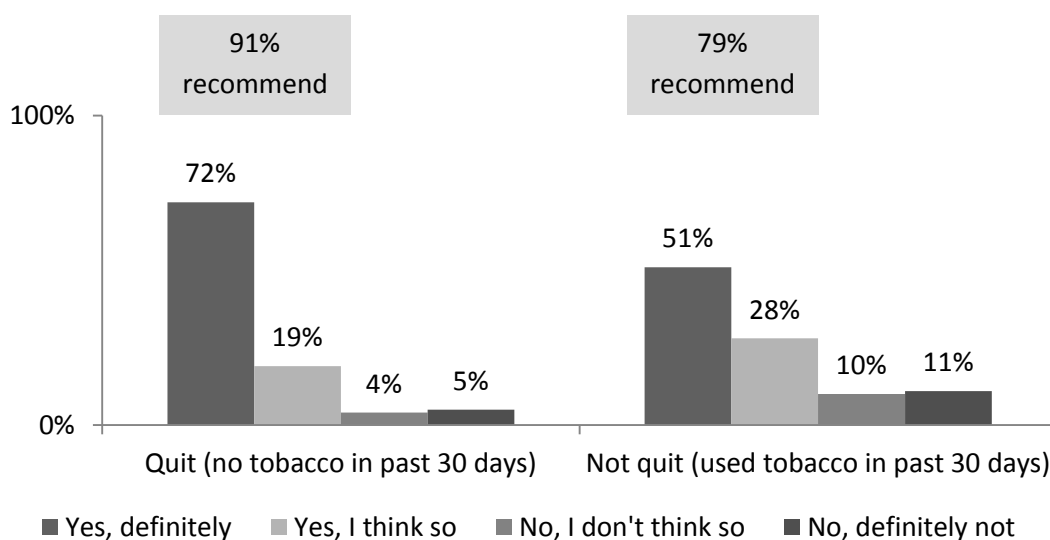


Figure 18: Would recommend Quitline Iowa to others (quit versus not quit comparison)

Respondents in both follow-up groups (7-month and 13-month combined) who had not quit smoking were asked how strongly they agreed with a series of statements about their smoking behavior, cessation, and the services they received through Quitline Iowa (these questions were not asked of those who quit). The 4 Likert-type response options were *strongly agree*, *agree*, *disagree*, and *strongly disagree*. The *strongly agree* and *agree* response options were combined to show the proportion of respondents who agreed with each statement (Figure 18). A majority said they were going to keep trying to quit smoking (93%), the people at Quitline Iowa listened carefully to them (87%), they had confidence in their cessation attempts (86%), and they felt the people at Quitline were helpful (82%).

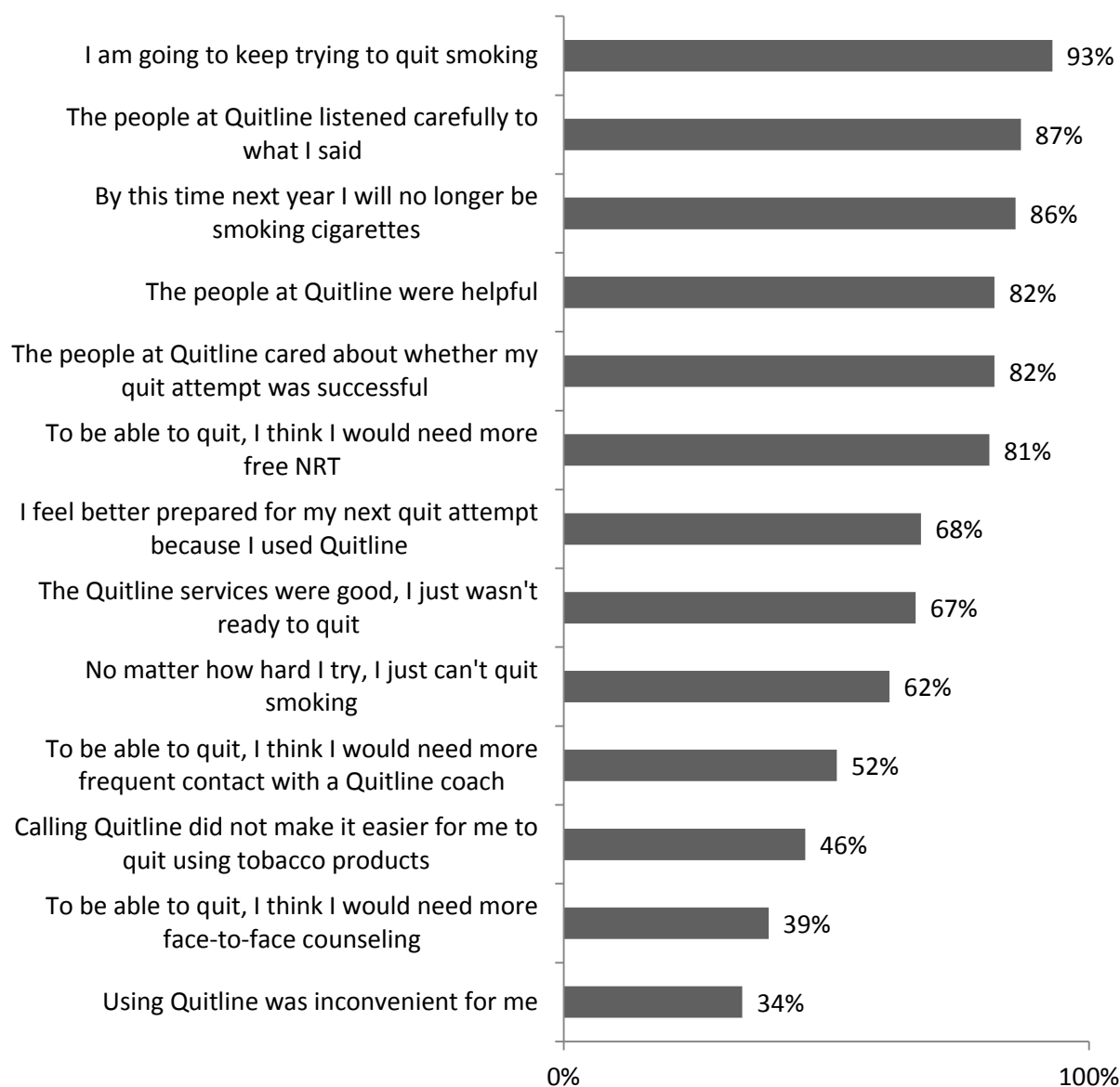


Figure 19: Perceptions about smoking, cessation, and Quitline services (among not quit respondents)

Website Use

Questions:

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org?

WQ1b. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?

Findings:

Among all follow-up respondents, 20% said they had visited the Quitline Iowa website. The mean helpfulness rating of the website was 3.8 on a scale of 1 to 5 where 1 was *not at all helpful* and 5 was *extremely helpful*. A slight majority of respondents who visited the website (56%) rated the website as a 4 or 5 on that scale.

Section 6: Summary and Conclusions

CSBR received intake data for 6,870 Quitline Iowa callers who first contacted the hotline between June 2010 and November 2011. Of these, 2,055 were reached for either a 7-month or 13-month follow-up interview between July 2011 and June 2012. Among the completed follow-up interviews, 1,145 were contacted 7 months after their first call and 910 were contacted 13 months after their first call (6 months and 1 year after completion of treatment, respectively).

Demographic characteristics of the sample can be seen in Table 1 on the next page. Slightly less than two-thirds of all respondents (65%) were female. Most were white (88%) and non-Hispanic (98%). At intake, most callers contacted Quitline Iowa a) for cigarette cessation, b) had smoked 1 pack or less per day, and c) had made several attempts to quit smoking in the past.

Among all respondents, 22% said they had not smoked cigarettes or used other tobacco in the past 30 days (24% after 7 months and 20% after 13 months; Figure 1). However, among all respondents who received Quitline Iowa services through National Jewish Health, the 30-day point prevalence of cessation was 20%. Among all respondents who received services through Alere Wellbeing, Inc., the 30-day point prevalence of cessation was 27%.

Regarding the number of cigarettes smoked per day, among respondents who said they had not quit smoking cigarettes there were statistically significant decreases in the number of cigarettes smoked per day. In both the 7-month and 13-month follow-up groups, respondents who said they smoked more than 2 packs per day at intake reduced their consumption during the follow-up period.

Cessation rates did not differ by most demographic characteristics, with the exception of gender. Males were more likely than females to report 30-day point prevalence of tobacco cessation.

Most respondents still using tobacco waited longer at follow-up to have their first tobacco of the day at follow-up. The majority of tobacco users among all respondents who smoked in the last 30 days said they intended to quit using tobacco within the next 30 days. Three-fourths of those still using tobacco had stopped for one day or longer because they were trying to quit. About 6 in 10 respondents had used any products or medications to help them quit. The most commonly reported products or medications were Nicotine patches and Chantix. Use of products or medications was not significantly associated with cessation.

Nearly 6 in 10 respondents were either *very satisfied* or *mostly satisfied* with the services they received and 8 in 10 would recommend the service to others. Among those still smoking at follow-up, a majority said they were going to keep trying to quit smoking (93%), the people at

Quitline Iowa listened carefully to them (87%), they had confidence in their cessation attempts (86%), and they felt the people at Quitline were helpful (82%).

Regardless of demographic characteristics, cessation rates remain constant in comparison to previous years. Many of those who did not quit smoking were able to reduce their tobacco consumption from intake to follow-up. Given that tapering down tobacco consumption is a strategy recommended by Quitline Iowa coaches, the reduction reported by follow-up respondents may be a sign that they are on their way to successfully quitting. Respondents who did not quit were optimistic about their chances of future success with tobacco cessation.

Most respondents said they relied solely on Quitline Iowa to provide cessation services (although they may have used NRT or other medications). They said they relied much more on the hotline than on their healthcare providers, other telephone hotlines, websites, or self-help materials. Smokers in Iowa who call the hotline depend on the service to provide tobacco cessation support.

This ongoing evaluation of Quitline Iowa shows that the service provides effective and high-quality tobacco cessation support to Iowans. Nearly one-fourth of callers reached for follow-up were able to quit using tobacco, even up to one year after treatment. Interestingly, the change in Quitline Iowa vendor provided another perspective on cessation rates. Cessation rates were markedly higher among Quitline Iowa callers receiving services from Alere Wellbeing, Inc.

Appendix A:
Quitline Follow-Up Questionnaire

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SF1. Overall, how satisfied were you with the service you received from the Quitline?
Were you...

1. Very satisfied,
2. Mostly satisfied,
3. Somewhat satisfied, or
4. Not at all satisfied?

7. Don't know
9. Refused

OF1c. If a friend were in need of similar help, would you recommend the Quitline to him/her? Would you say...

1. Yes, definitely,
2. Yes, I think so,
3. No, I don't think so, or
4. No, definitely not?

7. Don't know
9. Refused

SF2. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 30 days?

1. Yes
2. No **SKIP TO SF9**

7. Don't know **SKIP TO SF9**
9. Refused **SKIP TO SF9**

OF3. Have you smoked any cigarettes or used other tobacco, even a puff or pinch, in the last 7 days?

1. Yes
2. No

7. Don't know
9. Refused

SF4. What types of tobacco have you used in the past 30 days? Have you used...

- a. Cigarettes?
 - b. Cigars, cigarillos, or little cigars?
 - c. Pipe? [This is a traditional pipe, not a water pipe or hookah]
 - d. Chewing tobacco, snuff, or dip such as Skoal, Copenhagen, Grizzly, Red Man, or Day's Work?
 - e. Other?
-
- 1. Yes
 - 2. No
-
- 7. Don't know
 - 9. Refused

OF4e1. What types of other products do you use? [Select all that apply]

- 01. Bidis
 - 02. Kreteks
 - 03. Tobacco pouches or "Snus"
 - 04. Tobacco orbs
 - 05. Tobacco strips
 - 06. Water pipes or hookahs
 - 07. Other [Specify]
-
- 77. Don't know
 - 99. Refused

IF SF4a <1> SKIP TO SF5b

SF5a. Do you currently smoke cigarettes everyday, some days, or not at all?
[Note: "currently" refers to right now, today.]

- 1. Everyday **SKIP TO SF6a**
 - 2. Some days
 - 3. Not at all **SKIP TO SF5b**
-
- 7. Don't know
 - 9. Refused

OF5a1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6a. How many cigarettes do you smoke per day on the days that you smoke?

[If caller says over 100, confirm 20 cigarettes = 1 pack. If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of cigarettes {1 – 140}

777. Don't know

999. Refused

IF SF4b <1> SKIP TO SF5c

SF5b. Do you currently smoke cigars, cigarillos, or little cigars everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6b**

2. Some days

3. Not at all **SKIP TO SF5c**

7. Don't know

9. Refused

OF5b1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6b. How many cigars, cigarillos, or little cigars do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of cigars, cigarillos, or little cigars {1 – 140}

777. Don't know

999. Refused

IF SF4c <1> SKIP TO SF5d

SF5c. Do you currently smoke a pipe everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6c**
2. Some days
3. Not at all **SKIP TO SF5d**

7. Don't know
9. Refused

OF5c1. How many days did you smoke in the last 30 days?

[] = number of days {1 – 30}

77. Don't know
99. Refused

SF6c. How many pipes do you smoke per week during the weeks that you smoke?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of pipes {1 – 140}

777. Don't know
999. Refused

IF SF4d <1> SKIP TO SF5e

SF5d. Do you currently use chewing tobacco, snuff, or dip everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6d**
2. Some days
3. Not at all **SKIP TO SF5e**

7. Don't know
9. Refused

OF5d1. How many days did you chew in the last 30 days?

[] = number of days {1 – 30}

77. Don't know
99. Refused

SF6d. How many pouches or tins do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of pouches or tins {1 – 140}

777. Don't know

999. Refused

IF SF4e <1> SKIP TO SF7

SF5e. Do you currently use other tobacco products everyday, some days, or not at all?

[Note: "currently" refers to right now, today.]

1. Everyday **SKIP TO SF6e**

2. Some days

3. Not at all **SKIP TO SF7**

7. Don't know

9. Refused

OF5e. How many days did you use other tobacco products in the last 30 days?

[] = number of days {1 – 30}

77. Don't know

99. Refused

SF6e1-7. How many [OTHER TOBACCO PRODUCT] do you use per week during the weeks that you use tobacco?

[If caller cannot identify a specific number probe: "Give me your best guess, it is ok if it is not perfect."]

[] = number of [UNIT] {1 – 140}

777. Don't know

999. Refused

IF SF4a <1> SKIP TO OF71

SF7. How soon after you wake up do you smoke your first cigarettes?

1. Within 5 minutes

2. 6 to 30 minutes

3. 31 to 60 minutes

4. More than 60 minutes

7. Don't know

9. Refused

IF SF4b,c,d,or e <1> SKIP TO SF8a

OF71. How soon after you wake up do you use tobacco other than cigarettes?

1. Within 5 minutes
2. 6 to 30 minutes
3. 31 to 60 minutes
4. More than 60 minutes

7. Don't know
9. Refused

IF SF4a <1> SKIP TO SF8b

SF8a. Do you intend to quit using cigarettes within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4b <1> SKIP TO SF8c

SF8b. Do you intend to quit using cigars, cigarillos, or little cigars within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4c <1> SKIP TO SF8d

SF8c. Do you intend to quit using a pipe within the next 30 days?

1. Yes
2. No

7. Don't know
9. Refused

IF SF4d <1> SKIP TO SF8e

SF8d. Do you intend to quit using chewing tobacco, snuff, or dip within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

IF SF4e1-7 <1> SKIP TO SF9

SF8e1-7. Do you intend to quit using [OTHER TOBACCO PRODUCT] within the next 30 days?

- 1. Yes
- 2. No

- 7. Don't know
- 9. Refused

SF9. Since you first called the quitline on [INTAKE DATE], [**seven or thirteen**] months ago, did you stop using tobacco for 24 hours or longer because you were trying to quit?

- 1. Yes
- 2. No **SKIP TO OF10**

- 7. Don't know
- 9. Refused

OF91. How many times did you stop using tobacco for 24 hours or longer? For example, if you stopped for 2 days and started smoking again, and then stopped for a week and started smoking again, that counts as 2 quits.

[Interviewer: only intentional quit periods should be counted.]

[] = number of quits {1 – 76}

- 76. 76 or more
- 77. Don't know
- 99. Refused

OF10. When was the last time you used any type of tobacco, even a puff or pinch?

MM/DD/YYYY

01/01/1999. Don't know or Refused

SF11a. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any medications to help you quit?

1. Yes **SKIP TO SF11**
2. No
7. Don't know
9. Refused

SF11a1. Since you first called the Quitline **[seven or thirteen]** months ago, have you used any products to help you quit?

1. Yes
2. No **SKIP TO SF12**
7. Don't know
9. Refused

SF11. Since you first called the quitline **[seven or thirteen]** months ago, have you used any of the following products or medications to help you quit?
[Read and select all that apply.]

01. Nicotine patches,
02. Nicotine gum,
03. Nicotine lozenges,
04. Nicotine spray,
05. Nicotine inhaler,
06. Zyban, also called Wellbutrin or bupropion,
07. Chantix, also called varenicline,
08. Other medications to help you quit? [Specify]
66. No products or medication
77. Don't know
99. Refused

SF12. Other than the quitline or medications, did you use any other kinds of assistance to help you quit over the past **[seven or thirteen]** months, such as advice from a health professional, or other kinds of quitting assistance?

[Interviewer: Let respondent free-respond and prompt with response categories if needed.]

- 01. Advice from a health professional
- 02. Website [Specify]
- 03. Telephone program [Specify]
- 04. Counseling program [Specify]
- 05. Self-help materials [Specify]

- 06. Something else [Specify]

- 66. No other assistance
- 77. Don't know
- 99. Refused

IFS4A<1>, SKIP TO WQ1a

NQ6. Please tell me how strongly you agree or disagree with the following statements.

- a. The people at Quitline listened carefully to what I said.
- c. The people at Quitline cared about whether my quit attempt was successful.
- d. Using Quitline was inconvenient for me.
- f. The people at Quitline were helpful.
- g. I feel better prepared for my next quit attempt because I used Quitline.
- h. Calling Quitline did not make it easier for me to quit using tobacco products.
- i. The Quitline services were good, I just wasn't ready to quit.
- j. To be able to quit, I think I would need more frequent contact with a Quitline coach.
- l. To be able to quit, I think I would need more face-to-face coaching.
- m. To be able to quit, I think I would need more free NRT.
- t. No matter how hard I try, I just can't quit smoking.
- p. I am going to keep trying to quit smoking.
- s. By this time next year, I will no longer be smoking cigarettes.

Would you say you...

- 1. Strongly agree,
- 2. Agree,
- 3. Disagree, or
- 4. Strongly disagree?

- 7. Don't know/Not sure
- 9. Refused
- 8. Respondent has quit within the last 30 days

WQ1a. Have you visited the Quitline Iowa website, www.quitlineiowa.org?

- 1. Yes
- 2. No **SKIP TO CLOSE**
- 7. Don't know **SKIP TO CLOSE**
- 9. Refused **SKIP TO CLOSE**

WQ1b. On a scale of 1 to 5, 1 being not at all helpful and 5 being extremely helpful, how helpful was the information on the Quitline Iowa website?

[] = rating

- 7. Don't know
- 9. Refused

CLOSE

That's all the questions I have. The answers of all the participants interviewed will be combined to describe people's experiences with the program and to guide its future development. If you have questions about this survey you may call Disa Cornish at (319) 273-2105. Thank you for your time and cooperation with this survey. Good-bye.